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What is claimed is:

- 1 1. An image transfer sheet, comprising:
- a support having a first and a second surface;
- 3 optionally at least one barrier layer on said first
- 4 surface of said support;
- a melt transfer layer on said optional at least one
- 6 barrier layer; and
- 7 an image receiving layer on said melt transfer layer;
- 8 wherein
- 9 said image receiving layer is capable of heat sealing an
- 10 image upon the application of heat up to 220°C.
 - 1 2. The image transfer sheet according to claim 1,
 - 2 wherein said image receiving layer comprises a
 - 3 self-crosslinking polymer.
 - 1 3. The image transfer sheet according to claim 2,
 - 2 wherein said self-crosslinking polymer is a self-crosslinking
 - 3 ethylene vinyl acetate polymer.
- 1 4. The image transfer sheet according to claim 2,
- 2 wherein said image receiving layer further comprises at least
- 3 one dye retention aid.
- 5. The image transfer sheet according to claim 4,
- 2 wherein said dye retention aid is a cationic polymer.
- 1 6. The image transfer sheet according to claim 2,
- 2 wherein said image receiving layer further comprises a
- 3 cationic polymer, a nylon copolymer, silica and EVA.

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- 1 7. The image transfer sheet according to claim 2,
- 2 wherein said image receiving layer further comprises an
- 3 opacifying agent.
- 1 8. The image transfer sheet according to claim 1, which
- 2 further comprises an antistatic layer on the second surface of
- 3 said support sheet.
- 1 9. The image transfer sheet according to claim 1,
- 2 wherein said melt transfer layer is an extruded melt transfer
- 3 layer.
- 1 10. The image transfer sheet according to claim 1,
- 2 wherein said melt transfer layer is a laminated melt transfer
- 3 layer.
- 1 11. The image transfer sheet according to claim 1,
- 2 wherein said melt transfer layer comprises polyurethane.
- 1 12. A kit comprising:
- 2 an image transfer sheet according to claim 1; and
- 3 optionally at least one of instructions for using said
- 4 transfer sheet or a non-stick sheet.
- 1 13. A process for preparing an image transfer sheet,
- 2 comprising:
- 3 providing a support having a first and a second surface;
- 4 optionally applying at least one barrier layer to said
- 5 first surface of said support;
- 6 applying a melt transfer layer on top of said at least
- 7 one barrier layer; and
- 8 applying an image receiving layer on top of said melt
- 9 transfer layer.

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1 14. The process according to claim 13, wherein said melt

- 2 transfer layer is applied by extrusion coating.
- 1 15. The process according to claim 13, wherein said melt
- 2 transfer layer is applied by lamination.
- 1 16. A process for preparing an image transfer sheet,
- 2 comprising:
- 3 providing a support, which is optionally coated with a
- 4 barrier layer;
- 5 applying a melt transfer layer to one side of said
- 6 optionally barrier-coated support; and
- 7 applying an image receiving layer on top of said melt
- 8 transfer layer.
- 1 17. A process for heat transferring an imaged area from
- 2 a transfer sheet to a receptor element, comprising the steps:
- 3 (a) providing an image transfer sheet according to claim
- 4 1;
- 5 (b) imaging the surface of said image receiving layer
- opposite said melt transfer layer;
- 7 (c) peeling said imaged image receiving layer and said
- 8 melt transfer layer away from said optionally
- 9 barrier-coated support;
- 10 (d) placing the imaged image receiving layer and melt
- transfer layer on top of a receptor element, imaged
- side facing away from the receptor element;
- 13 (e) optionally placing a non-stick sheet on top of said
- imaged image receiving layer and melt transfer
- 15 layer;
- 16 (f) applying heat to the peeled image or to the top of
- the non-stick sheet, if present.

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- 1 18. The process according to claim 17, wherein said heat
- 2 is applied at a temperature from about 110 to 220 °C.
- 1 19. The process according to claim 17, wherein said heat
- 2 is applied through said non-stick sheet to drive said imaged
- 3 image receiving layer and melt transfer layer into said
- 4 receptor element.
- 1 20. A composition comprising:
- at least one self-crosslinking polymer; and
- 3 at least one dye retention aid.
- 1 21. The composition according to claim 20, wherein said
- 2 self-crosslinking polymer is a self-crosslinking ethylene
- 3 vinyl acetate polymer.
- 1 22. The composition according to claim 20, further
- 2 comprising at least one thermoplastic binder other than the
- 3 self-crosslinking polymer.
- 1 23. The composition according to claim 22, wherein said
- 2 at least one thermoplastic binder is an ethylene vinyl acetate
- 3 copolymer.
- 1 24. The composition according to claim 20, wherein said
- 2 dye retention aid is a cationic polymer.
- 1 25. The composition according to claim 20, wherein said
- 2 dye retention aid is at least one selected from the group
- 3 consisting of a cationic polymer, a polyamide copolymer,
- 4 silica and PVA.

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- 1 26. The composition according to claim 20, wherein said
- 2 self-crosslinking polymer is present in an amount of 15-40% by
- 3 weight based upon the dry solids weight of the formulation.
- 1 27. The composition according to claim 24, wherein said
- 2 cationic polymer is present in an amount of 1-10% by weight
- 3 based upon the dry solids weight of the formulation.
- 1 28. The composition according to claim 20, wherein said
- 2 dye retention aid is a polyamide copolymer present in an
- 3 amount of 5-40% by weight based upon the dry solids weight of
- 4 the formulation.
- 1 29. The composition according to claim 22, wherein said
- 2 thermoplastic polymer other than the self-crosslinking polymer
- 3 is present in an amount of 5-40% by weight based upon the dry
- 4 solids weight of the formulation.
- 1 30. The composition according to claim 20, wherein said
- 2 dye retention aid is silica present in an amount of 5-60% by
- 3 weight based upon the dry solids weight of the formulation.
- 1 31. The composition according to claim 20, wherein said
- 2 at least one dye retention aid is at least one selected from
- 3 the group consisting of a cationic polymer, a polyamide
- 4 copolymer, silica or PVA.
- 1 32. The composition according to claim 20, further
- 2 comprising an opacifying agent.
- 1 33. The composition according to claim 20, comprising:
- 2 15-40% by weight of at least one self-crosslinking
- 3 polymer;

- 5-40% by weight of at least one thermoplastic polymer
- 5 other than said self-crosslinking polymer;
- 5-40% by weight of at least one polyamide copolymer;
- 7 1-10% by weight of at least one cationic polymer; and
- 8 5-60% by weight of silica,
- 9 wherein said % by weight is based upon a 100% total dry weight
- 10 of the composition.
- 1 34. The composition according to claim 33, comprising:
- 2 25-35% by weight of at least one self-crosslinking
- 3 polymer;
- 4 10-30% by weight of at least one thermoplastic polymer
- 5 other than said self-crosslinking polymer;
- 6 10-30% by weight of at least one polyamide copolymer;
- 7 1-4% by weight of at least one cationic polymer; and
- 8 10-40% by weight of silica,
- 9 wherein said % by weight is based upon a 100% total dry weight
- 10 of the composition.
 - 1 35. The image transfer sheet according to claim 1,
 - 2 further comprising at least one opaque layer between said melt
 - 3 transfer layer and said image receiving layer.
 - 1 36. An image transfer sheet, comprising:
 - 2 a melt transfer layer;
 - an image receiving layer; and
 - at least one opaque layer between said melt transfer
 - 5 layer and said image receiving layer,
 - said image receiving layer is capable of heat sealing an
 - 7 image upon the application of heat up to 220°C.
 - 1 37. The image transfer sheet according to claim 36,
 - 2 wherein said image receiving layer comprises a
 - 3 self-crosslinking polymer.

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- 1 38. The image transfer sheet according to claim 37,
- 2 wherein said self-crosslinking polymer is a self-crosslinking
- 3 ethylene vinyl acetate polymer.
- 1 39. The image transfer sheet according to claim 37,
- 2 wherein said image receiving layer further comprises at least
- 3 one dye retention aid.
- 1 40. The image transfer sheet according to claim 37,
- 2 wherein said dye retention aid is cationic polymer.
- 1 41. The image transfer sheet according to claim 37,
- 2 wherein said image receiving layer further comprises an
- 3 opacifying agent.
- 1 42. The image transfer sheet according to claim 1,
- 2 wherein said melt transfer layer comprises polyurethane.
- 1 43. A kit comprising:
- 2 an image transfer sheet according to claim 36; and
- 3 optionally at least one of instructions for using said
- 4 transfer sheet or a non-stick sheet.